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NEWS

NEW CANON VIXIA MINI COMPACT PERSONAL CAMCORDER OFFERS A UNIQUE FEATURE SET INSPIRING SHOOTERS TO BECOME THE STARS OF THEIR OWN VIDEOS

The New VIXIA Mini Compact Personal Camcorder Features an Ultra Wide-Angle Lens, Full HD Video, Vari-Angle LCD Monitor and Slim Ultra-Compact Body with Built-in Stand, and Allows for Convenient Hands-Free Shooting with built-in Wi-Fi

MISSISSAUGA, ON, July 31, 2013 — Canon Canada Inc., a leader in digital imaging solutions celebrating its 40th anniversary, today announced the new VIXIA mini compact personal camcorder. The creatively designed VIXIA mini personal camcorder allows shooters to easily record their hobbies, special interests and memorable moments hands-free, and then quickly share those videos and images on their favourite social networking sites or their own blogs via built-in Wi-Fi or via the free Canon Movie Uploader app*.

The VIXIA mini compact personal camcorder features an ultra wide-angle Canon f/2.8 fisheye lens (160 degree movies / 170 degree photos) allowing a user to shoot from unique and creative perspectives while including their surroundings to make their videos and images more interesting. By utilizing the Wide Mode, users can give the viewer a full view of their surroundings and then switch to Close-Up Mode to provide emphasis on a particular subject. While in Close-up Mode, users can record a centered 1920 x 1440 resolution image with little distortion. They can also quickly toggle from one shooting mode to the other, or switch back and forth between video and image mode, by touching the camcorder's innovatively designed 2.7-inch capacitive-tilt touch panel LCD. Attached to the camera by two parallel hinges, the Vari-Angle LCD monitor allows for various shooting styles, including low-angle shooting, normal and high-angle-shooting and self-shooting.

In addition, the camcorder's 12.8 Megapixel High-Sensitivity CMOS image sensor combined with the Canon DIGIC DV4 Image Processor creates the Canon HS SYSTEM, allowing shooters to capture and record stunning Full HD video in MP4 format as well as jpeg still images to a removable microSD card, all in the exceptional image quality standard that the Canon line of VIXIA camcorders are known for. The camcorder's video image quality is further enhanced with the use of a Mechanical Shutter for the recording of moving subjects with little distortion. Beyond delivering high-quality video, the VIXIA mini compact personal camcorder also records high-quality audio thanks to its built-in stereo microphone. By using Audio Scene Select modes, users can choose an audio scene that matches their surroundings such as music or speech or even suppressing road noise.

"The new VIXIA mini compact personal camcorder marks the birth of an innovative video camera designed specifically for the social media savvy user," said Ian Macfarlane, Senior Vice-President and General Manager, Imaging Technologies & Communications Group and Market Development Group, Canon Canada. "This uniquely styled compact personal camcorder allows users to shoot, view and share videos and photos of themselves enjoying their hobbies or special occasions with family and friends."

Tools to Become the Star

The Canon VIXIA mini compact personal camcorder comes with a feature set that puts the user in the driver seat, expanding their creativity, allowing them to not only be the director of their videos or images, but also the star. Mirror Image Recording/Playback lets users view the scene they are recording in real time so they can watch as they record. So whether they are shooting their latest blog post about cooking a favorite Italian culinary delight, or filming a practice golf swing to help perfect their back stroke, the VIXIA mini compact personal camcorder is a versatile and convenient tool.

New Special Scene Modes such as Food & Fashion, Sports, and Macro provide users with advanced presets to help capture impressive images even under difficult shooting conditions to prevent over/under exposure. For those looking to shoot in a fun and unique perspective, the camcorder's Slow Motion or Fast Motion modes provide imaging effects that allow creativity in controlling space and time. Slow Motion allows shooting video at a choice of two slow motion speeds – 1/4x (VGA) and 1/2x (720p) allowing viewers to easily see and closely examine video of dancers or other fast moving subjects. Fast Motion allows shooting at two fast motion speeds – 4x and 2x – ideal for speeding up footage of cooking, makeup, nail art, etc.

The camcorder's Smart Auto Mode allows the beginning user to capture those spontaneous moments with a touch of the screen. Smart Auto intelligently selects one of 38 predefined situations to give outstanding video and still image output.

The VIXIA mini compact personal camcorder comes with a built-in adjustable stand allowing users to tilt and elevate it up to approximately 60 degrees providing a new way to record video hands-free, and the camcorder's tripod socket also allows for flexible positioning of the device. And an automatic lens cover helps protect against scratches and dust when the camera is not in use.

Advanced Connectivity to Help Users Share Their World

Once a user has recorded their video blog, or a day at the park with the kids, it's time to share the video or images with friends, family and fans. The VIXIA mini compact personal camcorder comes with built-in wireless technology allowing users to quickly share their video and photos to social networking sites like YouTube and Facebook, or they can be sent directly to their PC. A user can also upload their video or still images taken with the VIXIA mini compact personal camcorder from virtually anywhere by downloading the free Canon Movie Uploader app onto their iOS supported device.*

The Live Streaming feature allows for users to view and record on their iOS or Android device when they download the free Canon CameraAccess2 App**. The Canon CameraAccess2 App is available for download on both iOS and Android supported smartphones and tablets. The Live Streaming feature also allows a user to control the VIXIA Mini Compact Personal Camcorder from remote locations.

Pricing & Availability

The VIXIA mini compact personal camcorder will be available in black and is scheduled to be available mid-September 2013 for an estimated retail price of \$299.99.¹ For more information, and a full list of product specifications, visit www.canon.ca.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, Canon Canada Inc., a wholly owned subsidiary of Canon USA, is a leading provider of consumer, business-to-business and medical digital imaging solutions. Innovation and cutting-edge technology have been essential ingredients in Canon's success. With almost \$46 billion in global revenue, its parent company, Canon Inc., ranks among the Top 4 in US patents registered since 1994. Canon ranks among the world's Top 30 brands and is one of Forbes' Magazine's World's Most Admired Companies. Canon Canada Inc. is committed to the highest level of customer satisfaction and loyalty, providing 100 per cent Canadian-based service and support for all of the products it distributes. Canon Canada Inc. is dedicated to its Kyosei philosophy of social and environmental responsibility.

For more information, visit www.canon.ca or join us on Facebook at www.facebook.com/CanonCanada

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Availability and specifications of all products are subject to change without notice.

*This software enables you to upload images to social network sites. Before uploading images, please be aware that image files may contain privacy related information such as people and places. If necessary, please delete such information. Canon does not obtain, collect or use such images or any information included in such images through this software. Compatible with iOS version 5/6 or later for select devices.

** The Canon Camera Access2 app is compatible with iOS version 5/6 or later or Android version 2.3/4.0 for select devices.

¹ Prices are estimated retail prices and are subject to change at any time without notice. Actual prices are set by individual dealers and may vary.